



FOR IMMEDIATE RELEASE

Wednesday, September 3, 2014

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**Cal OES Showcases Water Conservation Efforts at the
Sacramento Zoo in Public Service Announcement**

SACRAMENTO - Today, the California Governor's Office of Emergency Services (Cal OES) in collaboration with the Sacramento Zoo held a media availability to release a new Public Service Announcement (PSA) showcasing how the Sacramento Zoo has been proactive with water conservation efforts. The short video, produced by Cal OES, features how this Sacramento landmark began making changes to save water in their grounds by installing water efficient lixit spickets for the animals, an updated filtration and recirculation systems and drip irrigation. They have also adjusted their irrigation clocks to reduce sprinklers running time and installed a succulent browse garden to name a few.

"The Zoo PSA that we're rolling out today is just one of many other educational messages produced by Cal OES reminding the public the importance of water conservation," said Mark Ghilarducci, the California Governor's Office of Emergency Services Director. "With California's current drought it's important that we all do our part to conserve water."

Media was invited to come out to the Sacramento Zoo and witness the water conservation efforts first hand and how these animals have easily adapted to simple changes. Representatives from Cal OES and the Sacramento Zoo were available to answer questions, showcase the lake and the giraffe exhibit along with meeting a few zoo celebrities including: Herkimer the Desert Tortoise, Sapphire the Burrowing Owl and Julio the Blue & Gold McCaw.

"This is nothing new for Californians, as we go into our fourth and perhaps fifth year of drought, everybody needs to step up their game to protect the limited resources in this great state," said Lara Kirkendall, Sacramento Zoo Outreach Coordinator. "You too can help the animals living in the Sacramento Zoo and the surrounding habitats with small daily steps to conserve water."

The Sacramento Zoo is home to more than 500 hundred animals representing species from all over the world. Conservation has always been part of the Sacramento Zoo's mission for the betterment of the species locally and globally.

Representatives on hand included: Cal OES Information Officers Lilly Wyatt and Lori Newquist, and Sacramento Zoo Outreach Coordinator Lara Kirkendall as well as Public Relations Coordinator Tonja Candelaria.

To view or download this public service announcement click [here](#).